

Rep Order# 6838827	Ver# 3	Status Revised	Traffic Order# 196302	Printed: 08/06/2012 11:56 AM	1 of 2
EC'd Yes				Last Received: 08/06/2012 10:41 AM	
				Showing Buylines: All Rep Revised Lines	

Station KASA-TV ALBUQUERQUE, NM.	Agency ( ) SMART MEDIA GROUP	Rep Firm
Advertiser ( ) WILSON FOR NM SENAT	814 KING STREET - SUITE 200	Sales Office ( ) PHILADELPHIA
Product WILSON FOR SENATE	ALEXANDRIA, VA 22314	Salesperson ( ) AMY MCCREARY
Estimate# 807813	Agency C/P1/P2/E WLSN/ORDR/807813	
Buyer Michele Brooks	Flight Dates 08/07/2012 - 08/13/2012	Salesperson Phone# 215-568-6540
Phone#	Hiatus Weeks	Salesperson FAX# 215-568-1845
Fax#		

--- CONTRACT COMMENT ---

SC=\*

--- REMARKS ---

REV TO ADD TO SKED  
ATTN LINES 6-7  
ATTN NEW TTL  
PLEASE CFN  
THANKS

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
*6			08/08-08/10	1	\$2,100.00	:30	3	W-F	930P-10P	3	\$700.00
Buyline Comment: NEWS											
Sales Remark: V3 ADD TO SKED											
V3 Added											
*7			08/09-08/10	1	\$2,000.00	:30	2	TH-F	9P-930P	2	\$1,000.00
Buyline Comment: NEWS											
Sales Remark: V3 ADD TO SKED											
V3 Added											

---REPORT TOTALS---

Report Totals: 5 / \$4,100.00

---SALES MONTHLY TOTALS---

Aug 12: 10 / \$8,125.00  
Sales Totals: 10 / \$8,125.00  
Station Totals: 10 / \$8,125.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

EC'd Yes  
Last Received: 08/06/2012 10:41 AM  
Showing Buylines: All Rep Revised Lines

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) WILSON FOR NM SENAT  
Product WILSON FOR SENATE  
Estimate# 807813  
Buyer Michele Brooks  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/807813  
Flight Dates 08/07/2012 - 08/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

---COMPETITIVE---

Market Totals \$135,417

---COMPETITIVE COMMENTS---

EST SHARES- --HEAVY OLY

Books JUL12  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE

CABL 0%	KASA 6%	KLUZ 0%	KOAT 18%
KOB 60%	KRQE 16%	KASY 0%	KWBQ 0%

Rep Order# 6838827  
EC'd Yes

Ver# 1  
Status New

Traffic Order# 196302  
Printed: 08/06/2012 10:11 AM  
Last Received: 08/06/2012 9:02 AM  
Showing Buylines: All Lines

1 of 2

Station KASA-TV ALBUQUERQUE, NM.  
Advertiser ( ) WILSON FOR NM SENAT  
Product WILSON FOR SENATE  
Estimate# 807813  
Buyer Michele Brooks  
Phone#  
Fax#

Agency ( ) SMART MEDIA GROUP  
814 KING STREET - SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E WLSN/ORDR/807813  
Flight Dates 08/07/2012 - 08/13/2012  
Hiatus Weeks

Rep Firm  
Sales Office ( ) PHILADELPHIA  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=\*

Ln	Daypart	Program	Dates	# of Weeks	Total Cost	Len	Spots/Week	Day	Time	Total Spots	Rate
1		NWS 13 ON FOX2	08/07-08/07	1	\$1,000.00	:30	1	TU	9P-930P	1	\$1,000.00
Rating: 4.8											
2		NWS 13 ON FOX2	08/08-08/08	1	\$1,000.00	:30	1	W	9P-930P	1	\$1,000.00
Rating: 4.8											
3		NWS 13 ON FOX2	08/13-08/13	1	\$1,000.00	:30	1	M	9P-930P	1	\$1,000.00
Rating: 3.7											
4		NWS13-FOX 2 B	08/13-08/13	1	\$700.00	:30	1	M	930P-10P	1	\$700.00
Rating: 3.5											
5		NWS13-FOX 2 B	08/11-08/11	1	\$325.00	:30	1	SA	930P-10P	1	\$325.00

---REPORT TOTALS---

Report Totals: 5 / \$4,025.00

---SALES MONTHLY TOTALS---

Aug 12: 5 / \$4,025.00

Sales Totals: 5 / \$4,025.00

Station Totals: 5 / \$4,025.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$67,083	CABL 0%	KASA 6%	KASY 0%	KLUZ 0%	KOAT 18%
		KOB 60%	KRQE 16%	KWBQ 0%		

EC'd Yes  
Last Received: 08/06/2012 9:02 AM  
Showing Buylines: All Lines

Station	KASA-TV ALBUQUERQUE, NM.	Agency	( ) SMART MEDIA GROUP	Rep Firm	
Advertiser	( ) WILSON FOR NM SENAT		814 KING STREET - SUITE 200	Sales Office	( ) PHILADELPHIA
Product	WILSON FOR SENATE		ALEXANDRIA, VA 22314	Salesperson	( ) AMY MCCREARY
Estimate#	807813	Agency C/P1/P2/E	WLSN/ORDR/807813	Salesperson Phone#	215-568-6540
Buyer	Michelle Brooks	Flight Dates	08/07/2012 - 08/13/2012	Salesperson FAX#	215-568-1845
Phone#		Hiatus Weeks			
Fax#					

---COMPETITIVE COMMENTS---  
EST SHARES- -HEAVY OLY

Books	JUL12
Demos	RA35+

--- CREDIT RISK ---  
CASH IN ADVANCE

# Spot Manager: All, 08/07/12-08/13/12

Order	Alt Order #	Estimate #	Date	Length	Priority	Air Time	Product	Ad-ID	Rate
-------	-------------	------------	------	--------	----------	----------	---------	-------	------

Station: KASA

Advertiser: POL/Wilson For NM Senate

Agency: Smart Media Group

Line: 1

Time Period: 9p-930p

196302 06838827 807813 08/07/12 :30 P3 9:22:03 PM WILSON FOFHW0412TV

\$1,000.00

\$1,000.00

\$1,000.00

Line: 2

Time Period: 9p-930p

196302 06838827 807813 08/08/12 :30 P3 9:16:27 PM WILSON FOFHW0412TV

\$1,000.00

\$1,000.00

\$1,000.00

Line: 3

Time Period: 9p-930p

196302 06838827 807813 08/13/12 :30 P3 9:17:12 PM WILSON FOF

\$1,000.00

\$1,000.00

\$1,000.00

Line: 4

Time Period: 930p-10p

196302 06838827 807813 08/13/12 :30 P3 9:58:20 PM WILSON FOF

\$700.00

\$700.00

\$700.00

Line: 5

Time Period: 930p-10p

196302 06838827 807813 08/11/12 :30 P4 9:46:57 PM WILSON FOF

\$325.00

\$325.00

\$325.00

Line: 6

Time Period: 930p-10p

196302 06838827 807813 08/10/12 :30 P3 9:46:12 PM WILSON FOF

\$700.00

\$700.00

\$700.00

196302 06838827 807813 08/09/12 :30 P3 9:48:57 PM WILSON FOF

196302 06838827 807813 08/08/12 :30 P3 9:37:11 PM WILSON FOFHW0412TV

\$2,100.00

\$2,100.00

\$2,100.00

Line: 7

Time Period: 9p-930p

196302 06838827 807813 08/10/12 :30 P3 9:08:11 PM WILSON FOF

\$2,000.00

\$2,000.00

\$2,000.00

196302 06838827 807813 08/09/12 :30 P3 9:08:41 PM WILSON FOF

\$8,125.00

\$8,125.00

\$8,125.00

\$8,125.00

\$2,000.00

\$2,000.00

\$1,000.00

\$1,000.00

[Sorted by: Line]

# AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ FEDERAL CANDIDATE      ☐ STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
-----------------------	-------

I, Smart Media Group,

being/on behalf of: Heather Wilson, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the General

election to be held on: 11/6/2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
see attached					

Total Charges:
----------------

# CANDIDATE CERTIFICATION

In order for federal candidates to receive the lowest unit charge during a political window, the following certification is required:

I, Heather Wilson  
 (name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does ☐ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



signature of candidate or authorized committee

printed name

Heather Wilson

date

7/31/12

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Wilson for Senate

and you are authorized to announce the time as paid for by such person or entity.  
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

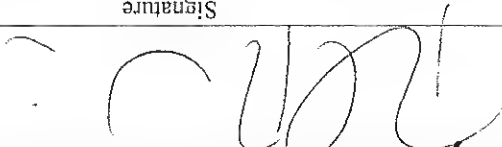
Mark Jarmie

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**To Be Signed By Candidate or Authorized Committee**

Date  
7/31/12

Signature



**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title